CEC Entertainment

Where a Kid can be a Kid

November 3, 2006

Chuck E. FOCUS



Inside this issue:

thought of the week...



"We should never permit ourselves to do any-thing we are not willing to see our children do."

-Brigham Young

Magical Hospitality Killeen, TX #732

Southwest Region ~ Richard Ixtlahuac & Elliot Segraves, Mgrs

Great Leadership From GM ~ Kurt Seibel

The main purpose of this communication is to commend the staff and management of the store and to thank all of them for the very kind and helpful attitude displayed toward my quadriplegic daughter: Sarah Jane, age 6 years. I wanted to thank all of the people at the store the three different times we were there; but, I know I would forget some one. Richie, Asst. Manager and General Manager Kurt Seibel should be complimented for the outstanding way that the staff and management recognize and help disabled/handicapped citizens. Sarah Jane is confined to a wheelchair and the staff and management went be-yond the call to help with her experience there. She loves to go there and it is almost exclusively her fun place. I would like to be notified when all of the staff and manage-ment are told of this communication. And again, a thank you is in order for the whole Chuck E Cheese kit and caboodle. Sarah Jane thanks you and I thank you. I would also like to say that the store is very well laid out for disabled and handicapped citizens.

,Johnny Talpas and Sarah Jane

Making Magical Hospitality

CEC Makes Magic –Wilkes Barre, PA #533

Southeast Region

Great Leadership From GM ~ David Sminkey

Mr. Sminkey,

This letter is to inform you of the excellent service I received the last 3 times I visited your store with my grandchildren (3 of them). I live in North Carolina and take my grandchildren to Chuck E. Cheese every time I come up. Your employee Robin Jones always has a smile on her face and a willing to help attitude, without complaining. I am in a Customer Service job and if she lived here I would definitely solicit her to work for my company. You made a great choice when you hired her.

Sincerely,

Catherine Karboski

Magical Hospitality Parma, OH #101

Northern Region ~ Brandi Maser, Manager

Great Leadership From GM ~ Keith England

I just want to let you know that Chris Randolph is a true asset to your organization! He turned a potential complaint into a great experience for my whole family! He went far beyond his duties to make sure that he not only rectified the issue at hand but went on to make sure the entire visit was everything it should be and more! Even after his shift was over he came back out to make sure everything was great before he left. I am not speaking of a few minutes and a few tokens, he spent a lot of time and effort! I am recommending that he get the highest possible award for amazing customer support and satisfaction from your company! I returned a week later and Rob his manager actually remembered me and he as well catered to my family with extreme satisfaction. Please feel free to contact me if I can be of any further service in making sure he gets the recognition he deserves!

Thank you, Lisa Peterson



Compliments

Week Ending Sept. 17, 2006

Midwest Region:

724, 85, 827, 961

Western Region:

558, 306, 2-338, 300

Southwest Region:

732, 949,579, 857, 105, 933

Northeast Region:

471, 559

Southeast Region:

381, 602, 607, 435, 759

Complaints

Week Ending Sept. 17, 2006

Midwest Region:

348,2-456,58,685,958,861,842,331
873,872,2-855

Western Region:

399, 329, 634, 358, 314, 406, 415, 421
115, 320

Southwest Region:

928, 592, 98, 583, 742, 962, 949, 81

Northeast Region:

645,526,496,2-101,555,2-563,340,
737,938,537

Southeast Region:

770, 2-56, 541, 374, 62, 965, 703, 430

WEEK 43

TOP TEN SALES VOLUME

LOCATION			VOLUME
1	#446	Bell / Los Angeles	$78,462
2	#522	Brooklyn, NY	$69,168
3	#418	Sun Valley / LA	$63,499
4	#453	Ventura / LA	$63,309
5	#513	Queens, NY	$63,111
6	#654	Sterling, VA	$60,943
7	#456	Skokie / Chicago	$56,652
8	#523	Bronx, NY	$55,757
9	#841	Brookfield, WI	$55,357
10	#84	Fairfax / Wash, DC	$55,068

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#359	Dearborn / Detroit	120.5%
#505	Poughkeepsie, NY	70.2%
#84	Fairfax / Wash, DC	63.4%
#845	Willowdale, ON	63.2%
#533	Wilkes Barre, PA	59.2%
#612	Athens, GA	58.6%
#725	South Dade, FL	55.5%
#437	Roosevelt / Philly	55.3%
#522	Brooklyn, NY	54.1%
#80	Canton / Detroit	52.4%

BENEFIT DEPARTMENT OPEN ENROLLMENT NEWSLETTER

Managers please display newsletter in your location

Enrollment Kits Are On The Way!

Enrollment kits are headed your way. In them, you will find tools to help you learn about your 2007 benefits and make your enrollment decisions.

Once you receive your enrollment kit, open it and read through the *Your 2007 Benefits* booklet. Then, follow these steps to make sure you have the coverage you want and need for 2007:

- Complete your 2007 Benefit Enrollment/Change Form and return it to the Benefits Department no later than November 22, 2006.
- If you enroll in the Definity HSA plan, be sure to:
  - Include the amount you want to contribute to your Health Savings Account on the Benefit Enrollment/Change Form.
  - Complete the United Healthcare/Exante Bank Health Savings Account Application and send it to United Healthcare.
  - Remember that you cannot enroll in any Health Care Flexible Spending Account.
  - Keep very good, detailed records of your health care expenses for the IRS starting on January 1, 2007.

The Benefits of Contributing to a Health Savings Account (HSA)

Contributing to an HSA has a several financial advantages:

- **Triple tax savings:** If you contribute to an HSA, you contribute tax-free dollars through payroll deduction, the value of your account grows tax-free by earning interest, and you can take tax-free withdrawals to pay for medical expenses.
- **Pay for your deductible.** You can use the money in the account to pay your Definity HSA Plan deductible, or for any out-of-network expenses you may have.
- **Ownership.** Just like a 401(k), all of the funds you and CEC contribute remain in your account from year to year. There are no "use it or lose it" rules for HSAs.
- **Investment.** Once your account balance reaches $2,000, you can invest your account in one of several investment funds.
- **Portability**. You can keep your acc u change health plans or jobs.



Benefit Meeting Announcement—Save The Dates

BENEFIT OPEN ENROLLMENT MEETINGS

Benefit Open Enrollment Meetings are scheduled November 10, 2006 and November 13, 2006 for Support Center and Metroplex location Chuck E. Cheese employees. All presentations, two on November 10th and two on November 13th, will be held at the Support Center in the lunch room on the 1st floor. Please try to attend the live presentation or one of the webinar sessions to learn about the new Definity H S A Plan CEC is offering in 2007.

There will also be two webinar presentations for CEC employees and family members to participate in by joining the presentation on the website and dialing in for the vocal presentation allowing you to ask questions during the presentation. For the webinar presentations please follow the steps below.

1. about 10 minutes before the presentation begins please log on to the website address below:
   https://intercall-uhc.webex.com/intercall-uhc

2. For the webinar on Friday Nov 10 at 11:00 central time you will use the meeting number # 565 089 462 then after you have logged on please call 877-455-5993 and when prompted please provide conference ID # 1361284.

3. For the webinar on Monday Nov 13 at 9:00 central time you will type the meeting number # 563 229 530 then after you have logged on please call 877-455-5993 and provide conference ID # 1361918.

If you miss either of the webinar presentations on November 10 or November 13, 2006 presented by Holmes Murphy and UHC, you can call the Encore number 800-642-1687 or 706-645-9291 to hear the presentation. This presentation will be available from November 10th through November 17th. You will not be able to ask questions when calling the Encore number.

November 10, 2006	November 13, 2006
9:00 Benefit Presentation	9:00 Benefit Webinar
11:00 Benefit Webinar	11:00 Benefit Presentation
2:00 Benefit Presentation	2:00 Benefit Presentation



Tech Support

New Akman Compact Flash audio boards on all sound kits

To raise and lower the volume, make a jumper wire and short between ground (gnd) and VOL (+) to raise the volume and VOL (–) to lower the volume.

To generate a sound, short between ground (gnd) and any numbered terminal 1 through 6.

Terminal # 1 sound - Engine sound – **needs to be on gas pedal**

Terminal # 2 sound – Engine sound

Terminal # 3 sound – One minute to self destruct

Terminal # 4 sound – starting engine – **needs to be on key switch**

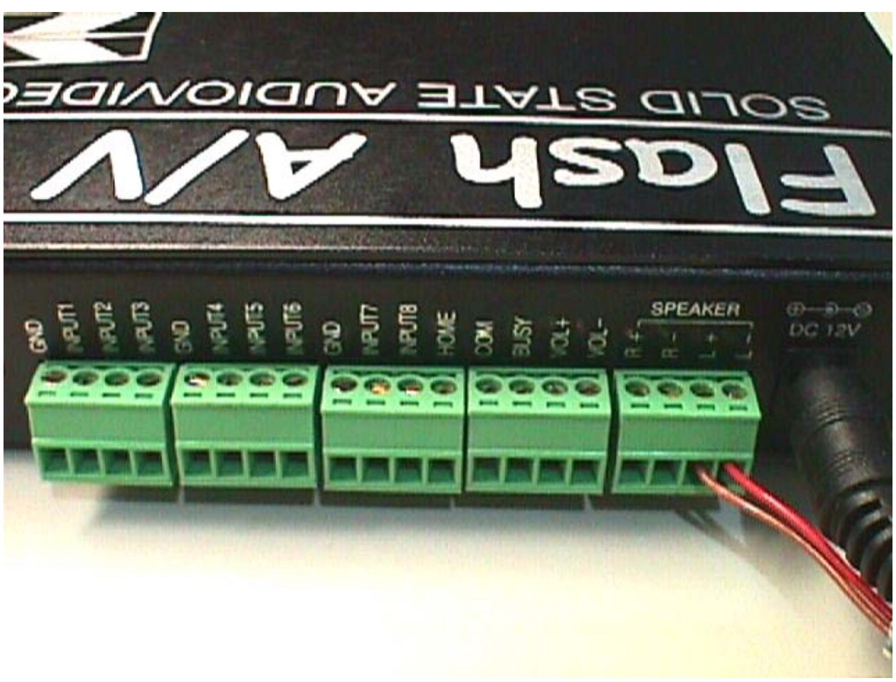
Terminal # 5 sound – cars passing

Terminal # 6 sound - Gentlemen start your engines

Speakers must be on the left L(+) and L(-) terminals as shown in the picture.

Note

On the Nascar Car sound units if you can not adjust the volume, first disconnect all the input connectors and then adjust by using a jumper wire from ground (gnd) and VOL (+) to raise the volume and VOL (–) to lower the volume.



MARKETING INFORMATION

LeapFrog and Chuck E. Cheese Partner!

We are participating in a cross promotion with LeapFrog on their LeapPad systems. Our promotion runs from November 1, 2006 through December 31, 2006.

What we get:

CEC coupon # 207 will be posted on the LeapFrog website. The offer expires 03/31/07 and is as follows:



What we will do:

Our FSI featuring two LeapFrog coupons #203 & #204 will drop on 11/05/06 and expire on 12/02/06. The offers are as follows:





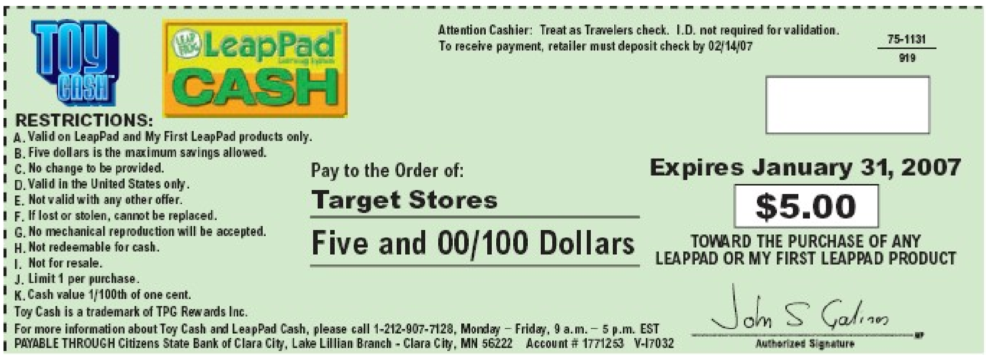
MARKETING INFORMATION – CONT.

The gift checks will be shipped to your location the week of 10/23/06. The checks should be treated like cash and kept in a secure location.

Gift checks will be accepted at Target or Toys R Us stores as indicated on each certificate and distributed randomly. They expire 1/31/07.

There will be an on-screen prompt on your register to remind you to dispense the gift check with coupons 203 & 204.

The Leap Frog gift checks are not available for sale separately – they must be purchased as part of a meal deal with coupons #203 & #204.





In-Store Offer

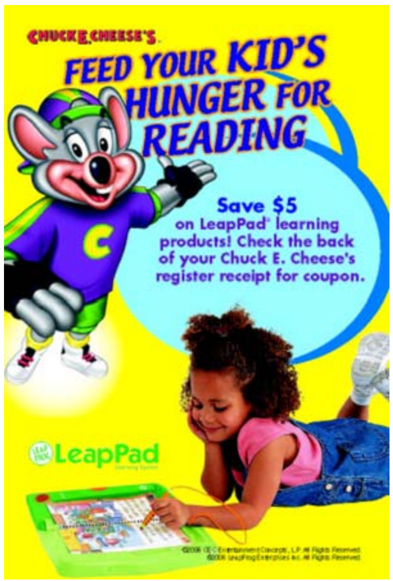
You will be drop shipped one case of register paper at no charge to your location.
There will be two LeapFrog coupons on the back. Please begin using immediately upon receipt since the offers expire 1/31/07.



Marketing Information – cont.

Table Tents

Please remove Buddig and fund raising and replace with LeapFrog and gift card inserts as soon as you receive them. Your 3 inserts should be: LeapFrog, Over The Hedge and gift cards.



Please contact Brenda Holloway at 972/258-4222 if you have any questions or concerns.

CEC Entertainment

Where a Kid can be a Kid

November 10, 2006

Chuck E. FOCUS



thought of the week...



"There's nothing wrong with having your goals really high and trying to achieve them. That's the fun part."

-Tiger Woods

Inside this issue:

Magical Hospitality LaCrosse, WI #724
Midwest Region ~ Eve Stevens, Manager
Great Leadership From GM ~ Mandy Hermanson

Hello I'm sending this email to let you know how wonderful my visit was on the 17th of Oct. It was supper time and very busy for a weekday, but I have to say the manager, I believe her name is Amanda was wonderful. I told her it was my child's birthday and are first visit at chuck cheese, she made sure my visit was a special one with cotton candy, a balloon, a crown and also sent chucky cheese himself to the table my son Travis was so excited, not only did chucky come out, but they had all the children follow him around to get free tickets after they did a dance. It was awesome. I know my family and I will be back after we were treated so nicely.

Thanks for taking the time to read my most recent visit to chucky!

Melissa Lenser

Making Magical Hospitality

CEC Makes Magic –Stuart, FL #690

Southeast Region , Perry Cimini, Manager

Great Leadership From GM ~ Kevin Stephens

I just wanted to take a minute and pass on my experience this past Saturday. Over the weekend I took my two nephews to your Stuart location (US1 at Britt Road). From what I've heard from my friends with kids, I went in expecting to drop a small fortune on overcooked pizza and leave with nothing but a headache. I would like to apologize for thinking the worst of your establishment because the manager Kelly really changed my perspective.

She noticed that it was my youngest nephew's birthday and talked to him about what a big boy he was and what a fun time he was going to have. She gave both kids a few tokens to play with while she explained what the best options were for me at the front register. She suggested one of the fun saver packages and walked me through the entire process (I must have looked like a first timer!) Even though the place was jam packed, we really felt like we were the only set of people she had to look out for. She brought our pizza to us herself and asked me if all of the games were working well. I told her about two games we lost tokens in and she fixed the games and told my nephews that when they finished their pizza, the games would be all ready for them. You just don't get attention like that anywhere these days. She was helping all the smaller kids fill drinks near the beverage area and fixing games all afternoon. I just watched her hustle around making all the customers and employees she talked with smile. (I had a lot of time to observe because we stayed almost three hours) We had barely even walked to the car before the boys started asking when we could go back again. Kelly went above and beyond for the boys and I and from what I saw that day, she does it for everybody. What a fantastic manager and representative of your company. I'd have paid triple for the wonderful service she and her staff gave. The facility was also much cleaner than I ever expected. I hope this note gets passed along to whoever her supervisor may be because she deserves to be recognized.

Sincerely,

Dr. James P. Bertrand





Compliments

Week Ending November 5, 2006

Midwest Region:

796, 961

Western Region:

Southwest Region:

599, 732, 592

Northeast Region:

542,498,480,505,520,559

Southeast Region:

967,612,635,654,690

Complaints

Week Ending November 5, 2006

Midwest Region:

34,58,797,826,2-327,832

Western Region:

357,338

Southwest Region:

416,417,4-962,597,2-709

Northeast Region:

645,499,101,740,559,553,971,737,535,763

Southeast Region:

383,545,64,541,614,611,434,682,560,722

WEEK 44

TOP TEN SALES VOLUME

LOCATION			VOLUME
1	#446	Bell / Los Angeles	$76,240
2	#453	Ventura / LA	$59,953
3	#377	Lynwood, CA	$57,909
4	#418	Sun Valley / LA	$57,856
5	#410	Sacramento-Arden	$56,729
6	#523	Bronx, NY	$56,233
7	#522	Brooklyn, NY	$53,456
8	#465	Torrance / LA	$52,391
9	#456	Skokie / Chicago	$51,730
10	#439	National City / San D	$50,662

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#891	Tulsa-Crossings	51.6%
#943	Austin/Roundrock	47.6%
#966	Charleston, SC	42.1%
#55	Knoxville, TN	41.8%
#426	Lakeland, FL	39.3%
#464	Attleboro, MA	37.5%
#309	Witchita Fallas, TX	37.55
#948	St Louis-St.Charles	37.2%
#510	West Windsor, NJ	36.6%
#636	Raleigh, NC	36.5%

BENEFIT DEPARTMENT OPEN ENROLLMENT NEWSLETTER

Managers please display newsletter in your in location

Enrollment Deadline!

If you want to make changes to your benefits or participate in a Flexible Spending Account for 2007, better hurry! This year's enrollment deadline –**Wednesday, November 22** – is almost here!

Be sure to complete your 2007 Benefit Enrollment/Change Form and return it to the Benefits Department no later than November 22, 2006. And send in your completed United Healthcare/Exante Bank Health Savings Account Application to United Healthcare if you enroll in the Definity HSA Plan.

Any benefit changes you make during this enrollment will take effect on January 1, 2007.

How to Use the Health Savings Account to Pay for Care

When you sign up for the Definity HSA Plan, you have several options for how you pay for health care services starting January 1:

1. **Provide the office or facility with your HSA debit card number and United Healthcare will reimburse the provider directly.** If you are using an in-network doctor or facility, this ensures that you are receiving the network discounted price.
2. **Pay with your HSA debit card.** If you are using an out-of-network provider, this may be your best option (if you have enough funds in your account), since there are no network discounts on the services you are receiving.
3. **Write a check from your HSA**. To have this option, you must order checks when you enroll in the HSA. There is an additional fee for ordering checks. And, just like writing any other check, you must have funds in your HSA or the check will be returned—and you will be charged an insufficient funds fee.
4. **Pay for your expenses out of your own pocket**. Then, reimburse yourself from your HSA.

For larger expenses, it's a good idea to wait until the claim has been processed to ensure you are paying the correct amount.



Benefit Meeting Announcement—Save The Dates

BENEFIT OPEN ENROLLMENT MEETINGS

Benefit Open Enrollment Meetings are scheduled November 10, 2006 and November 13, 2006 for Support Center and Metroplex location Chuck E. Cheese employees. All presentations, two on November 10th and two on November 13th, will be held at the Support Center in the lunch room on the 1st floor. Please try to attend the live presentation or one of the webinar sessions to learn about the new Definity H S A Plan CEC is offering in 2007.

There will also be two webinar presentations for CEC employees and family members to participate in by joining the presentation on the website and dialing in for the vocal presentation allowing you to ask questions during the presentation. For the webinar presentations please follow the steps below.

1. about 10 minutes before the presentation begins please log on to the website address below:
   https://intercall-uhc.webex.com/intercall-uhc

2. For the webinar on Friday Nov 10 at 11:00 central time you will use the meeting number # 565 089 462 then after you have logged on please call 877-455-5993 and when prompted please provide conference ID # 1361284.

3. For the webinar on Monday Nov 13 at 9:00 central time you will type the meeting number # 563 229 530 then after you have logged on please call 877-455-5993 and provide conference ID # 1361918.

If you miss either of the webinar presentations on November 10 or November 13, 2006 presented by Holmes Murphy and UHC, you can call the Encore number 800-642-1687 or 706-645-9291 to hear the presentation. This presentation will be available from November 10th through November 17th. You will not be able to ask questions when calling the Encore number.

November 10, 2006

9:00 Benefit Presentation
11:00 Benefit Webinar
2:00 Benefit Presentation

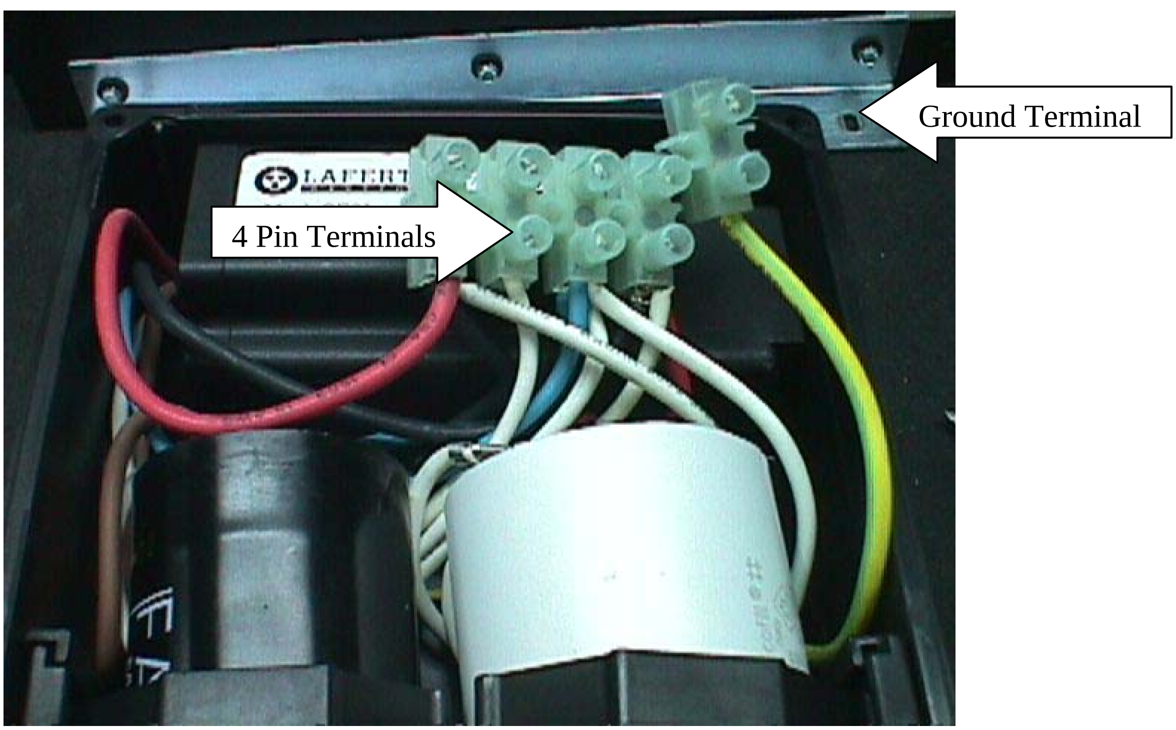
November 13, 2006

9:00 Benefit Webinar
11:00 Benefit Presentation
2:00 Benefit Presentation

Tech Support

Memo Park Hydraulic rides new pump motor.

The new pump motors must turn clockwise for the pump to run properly and generate pressure. The motor is made by LAFERT and the type or model # is LME71L4. The new pump motors that are painted entirely black has a plastic electrical junction box mounted on the top of the motor. Inside there is a 4 pin terminal strip and a 1 pin terminal strip. The 1 pin terminal strip has a yellow and green stripped wire which is for the ground wire. On the 4 pin terminal strip the AC power lines go to each end of the terminal strip. It does not matter which side is neutral and which is the hot, it can go either way. The black electrical junction box has a wiring diagram for the motor on the inside cover of the box. The picture below shows the correct wiring to have the motor run in the clockwise direction. If wired correctly the outer terminals should have 1 white, 1 red, and 1 black wire. If you face the shaft away from your body and the fan facing you the motor shaft should turn clockwise. Please call the SPT Technical Department at 785 862 6002 should you have any questions.



NOVEMBER 19, 2006 COUPON PROMOTION

All stores will be participating in an FSI coupon promotion on November 19. Coupons will expire on December 30, 2006.
Coupon details by markets are listed below:

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $19.99	**BUY 40 TOKENS** **GET 40 TOKENS FREE** Get a total of 80 tokens $10.00	Buy any Large Pizza with 1 topping for only $9.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99

ABILENE	DETROIT	LAS VEGAS	ROANOKE
ALBANY, GA	DOTHAN	LEXINGTON, KY	ROCKFORD
ALEXANDRIA	EL PASO	LINCOLN	SAN DIEGO
AMARILLO	ERIE	LITTLE ROCK, AR	SHERMAN
ATLANTA	EVANSVILLE	LOS ANGELES	SIOUX CITY
AUSTIN	FT. SMITH/FAYETT	LUBBOCK	SIOUX FALLS
BATON ROUGE	FT. WAYNE	MACON	SOUTH BEND
BEAUMONT	GRAND JUNCTION	MADISON	SPRINGFIELD, IL
BIRMINGHAM	GRAND RAPIDS	BROWNSVILLE	SPRINGFIELD, MO
BOISE	GREENBAY	MIAMI	TAMPA/ST. PETE
BUFFALO	GREENSBORO-W. SALEM	MINNEAPOLIS	TOLEDO
CHARLESTON, SC	GREENVILLE, SC	MONTGOMERY	TOPEKA
CHARLESTON, WV	HATTISBURG, MS	NEW ORLEANS	TRI-CITIES/JOHNSON CITY
CHATTANOOGA, TN	HOUSTON	OMAHA	VICTORIA
CHICAGO	HUNTSVILLE	ORLANDO	WACO
COLORADO SPRINGS	INDIANAPOLIS	PALM SPRINGS	WEST PALM
COLUMBIA, MO	JOHNSTOWN/ALTOONA	PEORIA	WICHITA FALLS
COLUMBUS, GA	JOPLIN, MO	PHOENIX	WICHITA, KS
DALLAS/FT. WORTH	KNOXVILLE	PITTSBURGH	WILKES/BARRE-SCRANTON
DAVENPORT	LACROSSE	PORTLAND, OR	YOUNGSTOWN
DAYTON/SPR.	LAFAYETTE	RALEIGH/DURHAM	YUMA/EL CENTRO
DENVER	LAKE CHARLES	RAPID CITY, IA	
DES MOINES	LANSING	RENO	

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $20.99	**BUY 50 TOKENS** **GET 50 TOKENS FREE** Get a total of 100 tokens $12.50	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens $23.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99

MARKETS:

ANCHORAGE	CINCY	SALINAS/MONTEREY	S BARBARA -S MARIA
BAKERSFIELD	NEW YORK	SALISBURY, MD	SEATTLE
BALTIMORE	NORFOLK/VA BEACH	SAN FRANCISCO	WASHINGTON DC

MARKETING INFORMATION – CONT.

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $21.99	**BUY 50 TOKENS** **GET 50 TOKENS FREE** Get a total of 100 tokens $12.50	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens $24.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $30.99

ALBANY, NY	FRESNO/VISALIA	PHILADELPHIA	SPRINGFIELD, MA
ALBUQUERQUE	GREENVILLE, NC (JAX NC)	PORTLAND, ME	ST. LOUIS
BINGHAMPTON	HARRISBURG, PA	PROVIDENCE	SYRACUSE, NY
BOSTON	HARTFORD	RICHMOND	
CHARLOTTE, NC	JACKSONVILLE	ROCHESTER	
COLUMBUS, OH	LOUISVILLE	SACRAMENTO	

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $19.99	**BUY 40 TOKENS** **GET 40 TOKENS FREE** Get a total of 80 tokens $10.00	- 1 large one topping pizza - 2 regular size soft drinks - 20 tokens $16.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99

MARKETS:

AUGUSTA	COLUMBIA, SC	MEMPHIS	SAN ANTONIO
BILOXI-GULFPORT	CORPUS CHRISTI	MILWAUKEE	SAVANNAH
BOWLING GREEN	FLINT/SAGINAW	MOBILE/PENSACOLA	SHREVEPORT
CEDAR RAPIDS	JACKSON, TN	NASHVILLE	TULSA
CLEVELAND	KANSAS CITY	OKLAHOMA CITY	TYLER/LONGVIEW

Call the POS department at 972/258-5451 if you have any questions about your registers. If you have any questions after hours, call 817/870-0744.

Please call Piper Ranne at 972/258-5489 if you have any questions about the coupon promotion.

Merchandising Info ~



Prize Category Change

**The 50 TIX Whoopee Cushion Prize is changing to the
50 TIX Lady Bug Prize.
The CEC Item # 55744 will stay the same.

Business Reminders

Effective 10/13/2006. Note the Username EM34XXX has been eliminated (XXX = location number)

INSTRUCTIONS FOR USING THE WOTC PORTAL FOR NEW HIRE SCREENING

For Screening all New Hires

Click the W.O.T.C. Processing Ernst & Young, LLP icon on the desktop and the GM will be taken to the W.O.T.C. Applicant/Employee W.O.T.C. Survey (8850 form) and various W.O.T.C. reports. This link will display a login screen prompting the GM for the username and password. The username box is made up of three sections. Enter **LM** in the first section, **34** in the second section, and the store number is the last section. The password is Chuck with a capital "C" plus the three-digit store number.

Example (If you were location 099):
Username: LM34099
Password: Chuck099

After logging in, click the Report link and this will take you to seven report options. The first four reports will be the reports that the GM will use to monitor the W.O.T.C. process.

1. Activity Overview-select date range to produce a current activity report.
2. Employees Needing Form 8850 Completion – select option and outstanding 8850s will be displayed.
3. Employees Needing Documentation – select option and outstanding documents will be displayed.
4. Employees Not Surveyed for W.O.T.C. – Select date range and employees to be screened will be displayed.

If you have any question, please contact Jerremy Brister at x4219 or Pat Beaty at x5572.

Business Reminders—continued



Holiday Hours

Enclosed in this Friday's mailing is your holiday hours of operation decal for the front door. If you need an additional door decal please contact Purchasing.

The Importance of Background Checks:

As you know CEC implemented a program within the last two years that checks the criminal backgrounds of all new hires that are 18 years of age or older. Some of our locations are doing an excellent job of maintaining 100% compliance with new hires that meet this criteria. However, some of our locations are not ensuring that a background check is completed on each new hire prior to them beginning in their new position. This is not acceptable. This program was designed to help maintain a safe environment for our Guests and our Employees. Since the implementation of this program, we have become more and more aware its necessity and how it has prevented many undesirable individuals from working in our stores.



New Store Opening Team—New Hartford, NY #646



Congratulations to the Opening Team in New Hartford, NY #646

The names are starting bottom row left side and going counterclockwise: Jasper Pulizzi (Team 2 Kitchen), Michael Storsberg (Back of House Manager), Chelsa Norton (Team 2 Cash), Sarah Jaczynski (Opening Coordinator), Cory Watson (Team 2 Showroom), Jason Rufan (Store Tech), Kevin Conner (Team 2 Kitchen), Rickie Moore (Regional Trainer), Samantha Carlo (Team 2 Cash), Jerry Synrod (General Manager), and Ronald Bonanza (Front of House Manager).

CEC Entertainment

Where a Kid can be a Kid

November 24, 2006

Chuck E. FOCUS



thought of the week...



> To succeed...you need to find something to hold on to, something to motivate you, something to inspire you.
>
> -Tony Dorsett

Inside this issue:

Magical Hospitality Harrisburg, PA #964
Southeast Region ~ Shane Wilson, Manager
Great Leadership From GM ~ Dan Bessemer

My name is Evelyn Morales and I recently took my tow children to the Chuck E. Cheese located on Union Deposit Road in Harrisburg, PA (Sunday, Nov. 12th). I must say I was a little worried at first because it seemed that they were pretty busy that night. Although there seemed to be a "dinner rush" the service I received from both the employees and the management was outstanding. The employees were very pleasant and very helpful, not once did I have to throw away my own trash. The store was also very well kept as were the employees. I must bring to light the manager that was on duty that night. I'm pretty sure his name was Shane. My son was having some trouble with one of the games so he made Shane aware of the situation and without question he took care of the problem and refunded my son the tokens he lost. He then asked me if there was anything else he could do to make my visit any better. Chuck E. Cheese should be proud to know that they have a manager like Shane. Because of the service I received I can promise you that I will be back. Thanks and keep up the good work!!!

Making Magical Hospitality

CEC Makes Magic –San Antonio, TX #593

Southwest Region , Melissa Hull & Tonya Paniaqua—Mgrs

Great Leadership From GM ~ Jimmy Dougherty

My husband and I took 9 families and the flag football team he coaches to your Bandera Road store on Friday, November 18th at 6:45 p.m. This is such an extremely busy night as I am sure you know. The store was packed with birthday parties and other families treating their children, nevertheless, we were treated as if we were extremely important and with such gracious service. I had called earlier in the day to see if it would be possible to hand out our trophies there as it was the choice of the boys on the team, after the weather wouldn't allow an outside gathering. The manager, Jimmy, told me that they were booked with parties and the tables were first come, first serve, but assured me that if we brought our party he would do all he could to accommodate us. I arrived about 30 minutes before the rest of the party with a few other moms and spoke with a young lady named Michelle. She was wonderful and asked some young men to help me locate tables in the same general location and clear them if others were finished. We were able to find 4 tables together and another group said they would he happy to move over if yet another table further away was cleared. The young men cleared all the tables quickly and with smiles. Michelle checked back to see if everything was "good" with us. We had enough room when the team arrived for all of the boys and most of the family members to sit together to eat. When it was time for trophies, we were trying to gather the boys (an impossible task), so a young lady named Ashley, eager to assist me, called them over the intercom. This experience, one of many for us at Chuck E. Cheese, was FANTASTIC! We believe that people make the place and that customer service is everything! At the Bandera Point location, you clearly have the PEOPLE and the SERVICE covered. Your management staff should be commended for continuing to be so pleasant and eager to please even during such busy and demanding times. Congratulations and thank you.

- Brian and Rebecca Derby and the Rams Football Team

Correction....

In last week's newsletter we printed a thank you letter from a customer from Manassa, VA regarding a robbery attempt at our location. The management staff were commended for handling the situation in an extremely professional manner. The correct names of the management staff on duty are Suzanne Morton and Melissa DeGeare.

Compliments

Week Ending November 19, 2006

Midwest Region:

346, 685, 931, 82

Western Region:

786, 390, 428, 421, 115,

Southwest Region:

3-599, 593, 962, 81

Northeast Region:

448, 500, 558, 2-964, 534

Southeast Region:

50, 383, 654, 602, 613, 483, 722

Complaints

Week Ending November 19, 2006

Midwest Region:

606, 2-58, 54, 97, 34, 58, 337, 85

Western Region:

399, 108, 42, 329, 200, 634, 357, 465, 462

407, 406, 419, 558, 115, 711, 443, 45

Southwest Region:

31, 859, 416, 571, 2-962, 891, 38, 90

Northeast Region:

2-501, 542, 468, 470, 481, 510, 498, 516

526, 504, 511, 496, 527, 552, 553, 743, 740

971, 540, 533, 539, 737

Southeast Region:

474, 2-99, 435, 434, 433, 502, 403, 771, 79



WEEK 46

TOP TEN SALES VOLUME

LOCATION			VOLUME
1	#446	Bell / Los Angeles	$77,852
2	#418	Sun Valley / LA	$74,722
3	#453	Ventura / LA	$61,831
4	#377	Lynwood, CA	$60,527
5	#465	Torrance / LA	$59,443
6	#439	National City / San D	$59,298
7	#522	Brooklyn, NY	$58,919
8	#523	Bronx, NY	$57,838
9	#513	Queens, NY	$55,638
10	#654	Sterling, VA	$55,392

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#562	Gulfport, MS	65.5%
#516	Hamburg, NY	46.7%
#34	Oaklawn / Chicago	44.2%
#387	Rocky Mount, NC	42.1%
#426	Lakeland, FL	41.6%
#599	Longview, TX	40.6%
#749	Joplin, MO	36.4%
#589	Anchorage, AK	36%
#637	Greensboro, NC	33.9%
#857	Sherman, TX	33.7%

Business Reminders—HR Department



EMPLOYMENT REFERENCES

It is our company policy that **ALL** employment references are referred to Human Resources. No one in the location is authorized or permitted to give any employment references. The only information revealed by Human Resources is the employee's dates of employment and the most current job title based on the data in the payroll system. Earnings are provided only with the employee's prior approval unless requested by court order or governmental agency. Failure to comply with company policy may result in disciplinary action, up to and including, termination from the company.



PASS THE PAPERS IMMEDIATELY!

Any document accepted at any location on behalf of CEC Entertainment must be sent to Human Resources IMMEDIATELY. If you are served in the location with a court order i.e. wage garnishment, subpoena or request by a governmental agency for CEC Entertainment the original document must be sent in to Human Resources by next day delivery. Your acceptance of the document holds CEC Entertainment legally responsible for compliance which can result in court penalties. Any employee with verified acceptance of a court document that is not forwarded to Human Resources may be subject to payment of penalties incurred and further disciplinary action including termination.

MARKETING INFORMATION

DECEMBER 3, 2006 COUPON PROMOTION

All stores will be participating in an FSI coupon promotion on December 3. Coupons will expire on December 30, 2006. Coupon details by markets are listed below.

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $19.99	**BUY 40 TOKENS GET 40 TOKENS FREE** Get a total of 80 tokens $10.00	Buy any Large Pizza with 1 topping for only $9.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99
ABILENE ALBANY, GA ALEXANDRIA AMARILLO ATLANTA AUSTIN BATON ROUGE BEAUMONT BIRMINGHAM BOISE BUFFALO CHARLESTON, SC CHARLESTON, WV CHATTANOOGA, TN CHICAGO COLORADO SPRINGS COLUMBIA, MO COLUMBUS, GA DALLAS/FT. WORTH DAVENPORT DAYTON/SPR. DENVER DES MOINES	DETROIT DOTHAN EL PASO ERIE EVANSVILLE FT. SMITH/FAYETT FT. WAYNE GRAND JUNCTION GRAND RAPIDS GREENBAY GREENSBORO-W. SALEM GREENVILLE, SC HATTISBURG, MS HOUSTON HUNTSVILLE INDIANAPOLIS JOHNSTOWN/ALTOONA JOPLIN, MO KNOXVILLE LACROSSE LAFAYETTE LAKE CHARLES LANSING	LAS VEGAS LEXINGTON, KY LINCOLN LITTLE ROCK, AR LOS ANGELES LUBBOCK MACON MADISON BROWNSVILLE MIAMI MINNEAPOLIS MONTGOMERY NEW ORLEANS OMAHA ORLANDO PALM SPRINGS PEORIA PHOENIX PITTSBURGH PORTLAND, OR RALEIGH/DURHAM RAPID CITY, IA RENO	ROANOKE ROCKFORD SAN DIEGO SHERMAN SIOUX CITY SIOUX FALLS SOUTH BEND SPRINGFIELD, IL SPRINGFIELD, MO TAMPA/ST. PETE TOLEDO TOPEKA TRI-CITIES/JOHNSON CITY VICTORIA WACO WEST PALM WICHITA FALLS WICHITA, KS WILKES/BARRE-SCRANTON YOUNGSTOWN YUMA/EL CENTRO

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $20.99	**BUY 50 TOKENS GET 50 TOKENS FREE** Get a total of 100 tokens $12.50	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens $23.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99

MARKETS:

ANCHORAGE	CINCY	SALINAS/MONTEREY	S BARBARA -S MARIA
BAKERSFIELD	NEW YORK	SALISBURY, MD	SEATTLE
BALTIMORE	NORFOLK/VA BEACH	SAN FRANCISCO	WASHINGTON DC

MARKETING INFORMATION CONT...

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $21.99	**BUY 50 TOKENS** **GET 50 TOKENS FREE** Get a total of 100 tokens $12.50	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens $24.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $30.99

ALBANY, NY
ALBUQUERQUE
BINGHAMPTON
BOSTON
CHARLOTTE, NC
COLUMBUS, OH
FRESNO/VISALIA
GREENVILLE, NC (JAX NC)
HARRISBURG, PA
HARTFORD
JACKSONVILLE
LOUISVILLE
PHILADELPHIA
PORTLAND, ME
PROVIDENCE
RICHMOND
ROCHESTER
SACRAMENTO
SPRINGFIELD, MA
ST. LOUIS
SYRACUSE, NY

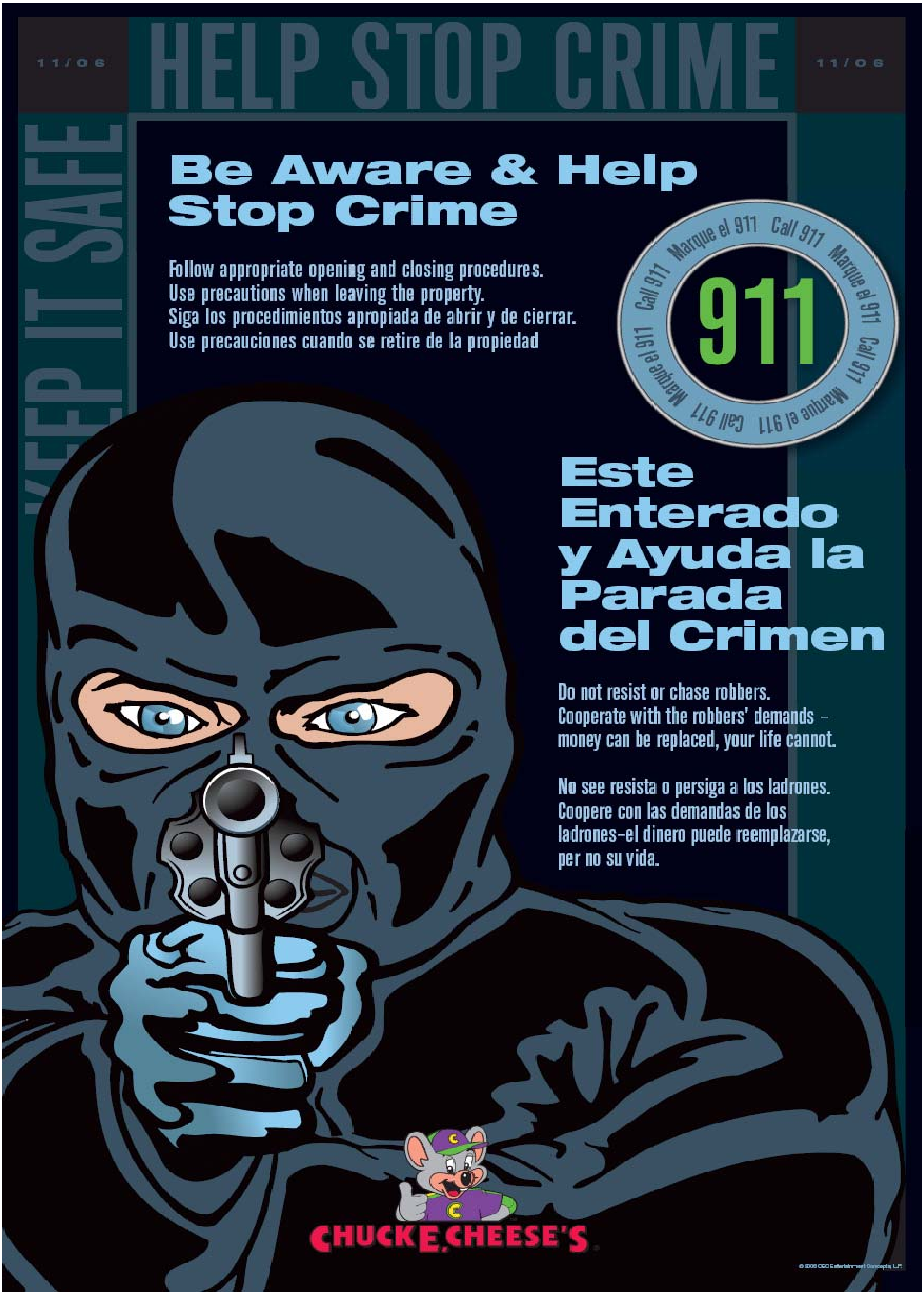
- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $19.99	**BUY 40 TOKENS** **GET 40 TOKENS FREE** Get a total of 80 tokens $10.00	- 1 large one topping pizza - 2 regular size soft drinks - 20 tokens $16.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99

MARKETS:

AUGUSTA
BILOXI-GULFPORT
BOWLING GREEN
CEDAR RAPIDS
CLEVELAND
COLUMBIA, SC
CORPUS CHRISTI
FLINT/SAGINAW
JACKSON, TN
KANSAS CITY
MEMPHIS
MILWAUKEE
MOBILE/PENSACOLA
NASHVILLE
OKLAHOMA CITY
SAN ANTONIO
SAVANNAH
SHREVEPORT
TULSA
TYLER/LONGVIEW

Call the POS department at 972/258-5451 if you have any questions about your registers. If you have any questions after hours, call 817/870-0744.

Please call Piper Ranne at 972/258-5489 if you have any questions about the coupon promotion.



11/06
HELP STOP CRIME
11/06
KEEP IT SAFE
Be Aware & Help Stop Crime
Follow appropriate opening and closing procedures.
Use precautions when leaving the property.
Siga los procedimientos apropiada de abrir y de cierrar.
Use precauciones cuando se retire de la propiedad
911
Call 911
Marque el 911
Este Enterado y Ayuda la Parada del Crimen
Do not resist or chase robbers.
Cooperate with the robbers' demands – money can be replaced, your life cannot.
No see resista o persiga a los ladrones.
Coopere con las demandas de los ladrones–el dinero puede reemplazarse, per no su vida.
CHUCK E. CHEESE'S

11/06

Be Aware and Help Stop Crime

Este Enterado y Ayuda la Parada del Crimen



BACKGROUND INFORMATION

We all can reduce the potential for crime at our restaurant by following proper safety guidelines. It is important to reduce the amount of cash on hand by using drop boxes, time delay safes and approved cash handling procedures. Stress to your Cast Members to be aware of your Guests, ensure clear visibility of the exterior and keep on eye on the interior of the restaurant. A constant crime awareness will help to keep your restaurant safe and secure.

INFORMACIÓN PREVIA

Todos podemos reducir el potencial para el crimen en nuestro restaurante siguiendo las pautas de seguridad apropiadas. Es importante reducir la cantidad de dinero en efectivo que tenemos a mano usando las cajas de depósito, las cajas de seguridad de tiempo retardado y los procedimientos aprobados para el manejo de dinero en efectivo. Enfatice a sus miembros del personal el hecho de estar atentos con los clientes, de asegurarse que el exterior del edificio tenga buena visibilidad y de mantener la vista pendiente en el interior del restaurante. Un estado de atención constante contra el crimen ayudará a que su restaurante este seguro y salvo

Discussion Points:

- ❑ Keep all doors locked during closing procedures. An unlocked back door is a welcome mat inviting robbers inside.
- ❑ Don't leave work through the back door.
- ❑ Be alert when handling cash, do not allow yourself to be distracted.
- ❑ Move cars to a well lit area of the parking lot before night falls.
- ❑ After closing, leave in groups and go straight to your vehicle.
- ❑ Keep a watch out for suspicious people or vehicles around the restaurant. Report them to your manager immediately.
- ❑ Know when and how to contact police or emergency services. Call 911.
- ❑ Do not resist or chase robbers. Cooperate with the robbers' demands - Money can be replaced, your life cannot.

General Security Recommendations

- ❑ Always test the security system.
- ❑ Keep cash in the restaurant to a minimum. Follow all cash handling procedures.
- ❑ Visit bank daily and vary the time of your bank visits.
- ❑ Keep safe locked at all times.
- ❑ Make sure all exterior lighting is working properly.
- ❑ At closing time check restrooms, under tables, behind counters and games to ensure no one is left in the restaurant.

Temas de debate:

- ❑ Mantenga todas las puertas cerradas con llave durante los procedimientos de cierre. Una puerta trasera que no está cerrada con llave es un tapete de bienvenida para que los ladrones entren.
- ❑ No salga del trabajo a través de la puerta trasera.
- ❑ Esté atento cuando maneje dinero en efectivo, no permita que lo distraigan.
- ❑ Mueva los automóviles a un área con buena iluminación en el lote del estacionamiento antes de que anochezca.
- ❑ Después de cerrar, salga en grupos y vaya directamente a su vehículo.
- ❑ Esté atento si ve gente sospechosa o vehículos dando vueltas cerca del restaurante. Informe inmediatamente a su gerente acerca de los mismos.
- ❑ Sepa cuándo y cómo ponerse en comunicación con la policía o los servicios de emergencias. Llame al 911.
- ❑ No se resista o persiga a los ladrones. Coopere con las demandas de los ladrones – el dinero puede reemplazarse, pero no su vida.

Recomendaciones Sobre la Seguridad en General

- ❑ Siempre pruebe el sistema de seguridad.
- ❑ Mantenga una mínima cantidad de dinero en efectivo en el restaurante. Siga todos los procedimientos de manejo de dinero en efectivo.
- ❑ Visite el banco diariamente y varíe la hora de sus visitas.
- ❑ Mantenga la caja de seguridad cerrada con llave en todo momento.
- ❑ Asegúrese de que toda la iluminación en el exterior funcione correctamente.
- ❑ En el momento de cerrar, revise los baños, debajo de las mesas, detrás de los mostradores y los juegos para asegurarse que no quede nadie dentro del restaurante.



CHUCK E. FOCUS - NOVEMBER 2006 ISSUES

(THREE ISSUES - 11/3/06, 11/10/06, 11/24/06)

Date of Origin: 2006
Archived: 5-29-12
Submission by Steve
Version 1.0